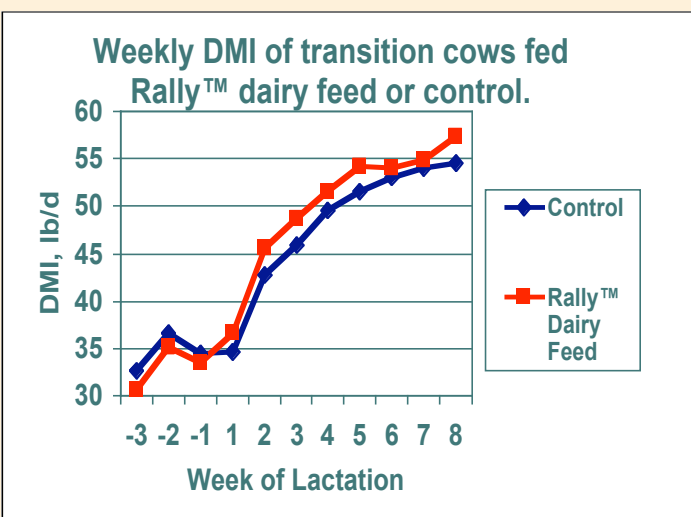


# Cows Rally for Easier Transitions

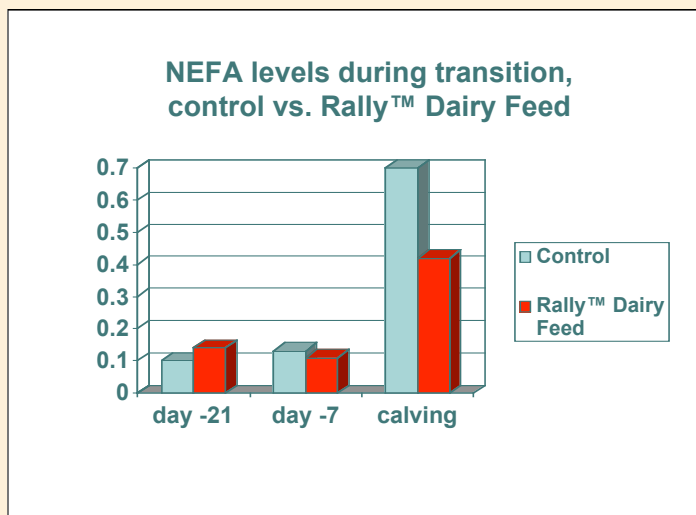
## Rally dairy feed increases dry matter intake.

Rally™ transition feeds are proven to provide feed intake benefits when fed throughout the pre-fresh period for 21 days and during the first weeks of lactation. In the first week after calving, cows fed Rally dairy feed increased their dry matter intake by 3.2 pounds per day, compared to cows fed well-balanced transition rations.



## Lower NEFA level at calving

Rally dairy feed in the ration resulted in lower levels of non esterified fatty acid (NEFA). That indicates a better energy balance, and less use of body fat reserves at a critical time. Pre-partum Rally dairy feed fed cows had a 39% lower circulating NEFA level at calving.



# Rally transition dairy feed delivers more milk and higher components.

## Transition Field Trial

- 12 herds: Over 4,600 calvings
- Cows fed Rally dairy feed from ~21 days prior to calving to 10 to 28 days post-calving

### Rally dairy feed in mature transition cows

#### • milk production

|           | Control | Rally | P=   |
|-----------|---------|-------|------|
| Milk      |         |       |      |
| 0-30 DIM  | 76.0    | 81.5  | .01  |
| 30-60 DIM | 94.2    | 102.5 | <.01 |

#### Adjusted Milk\*

|           |      |       |      |
|-----------|------|-------|------|
| 0-30 DIM  | 78.0 | 82.0  | .07  |
| 30-60 DIM | 96.4 | 102.4 | <.01 |

\* Adjusted for days in milk, heat, humidity, and day length

#### • milk composition

|           | Control | Rally | P=  |
|-----------|---------|-------|-----|
| Fat %     |         |       |     |
| 0-30 DIM  | 4.21    | 4.39  | .05 |
| 30-60 DIM | 3.49    | 3.57  | .16 |

#### Protein %

|           |      |      |     |
|-----------|------|------|-----|
| 0-30 DIM  | 3.08 | 3.15 | .02 |
| 30-60 DIM | 2.79 | 2.78 |     |

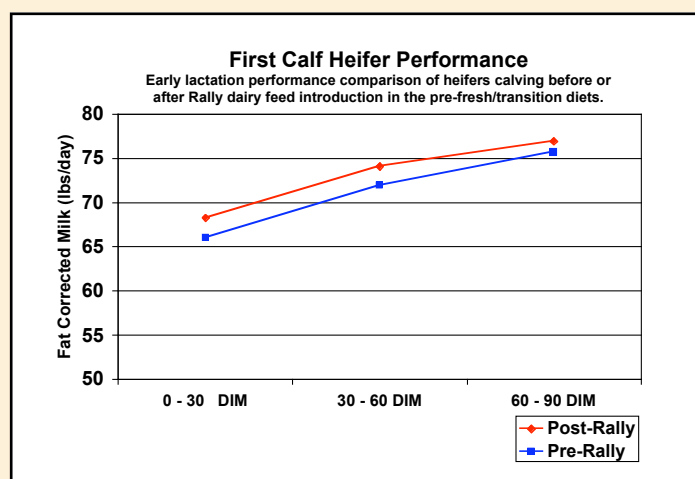
#### FCM

|           |      |       |      |
|-----------|------|-------|------|
| 0-30 DIM  | 84.1 | 92.3  | <.01 |
| 30-60 DIM | 94.0 | 102.6 | <.01 |

## Mature Cow Results

Cows fed Rally dairy feed produced significantly:

- **More milk (4 to 8 lbs)** in early lactation (0-60 DIM) measured by Test Day or Adjusted Milk.
- **Higher milk composition** (milk fat %, milk protein %) in very early lactation.
- **More FCM** through peak production.



## Keep the rally going throughout lactation.

Rally<sup>TM</sup> dairy feed for lactating cows is formulated with a breakthrough technology that promotes maximum utilization of carbohydrates and increases energy. Research showed an additional \$35 - \$70 income per cow per lactation by feeding Rally dairy feed to your lactating cows.

## Start the rally today!

For more information, talk to your feed representative handling the Rally dairy feed line or click on [www.feedrally.com](http://www.feedrally.com).



Another innovation from  
LongView Animal Nutrition Center

